

Department Communications

Presentation to New Superintendents

Sarah Potter
Communications Coordinator
July 2016



Overview

- **Website Tour**
- **Communications Office**
- **Social Media**

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A large banner with a dark background. On the left, there are colorful gears (blue, green, orange, pink) and arrows pointing in various directions. In the center, there are four diamond-shaped frames containing photos of diverse children. To the right, the text "Taking Charge of" is in white, followed by "CHANGE" in large, bold, yellow letters, and "in Missouri" in white. Below this, it says "55th Annual Cooperative Conference for School Administrators" in white, and "July 31-August 2, 2016" in white, with a pink arrow pointing left towards the word "CHANGE".



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News

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Missouri Teachers Named Finalists for Presidential Teaching Award

Student Transfer Guidance Updated

State Board of Education Takes Action to Update Personal Finance Learning Standards

Riverview Gardens Accreditation Recommendation

[Topics](#)

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A-Z Index

See an alphabetical listing of education and secondary education topics.



MSIP

Review the Missouri School Improvement Program - the state's accountability system for

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[Follow Missouri's progress toward becoming a top 10 state for education.](#)



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**Administrative
Memos**



**Educator
Certification**



**Web
Applications**

Topics

Services

Data

Department



A-Z Index

See an alphabetical listing of education and secondary education topics.



Educator Evaluation

Explore how Missouri's Educator Evaluation System supports the development of teachers and education leaders.



Learning Standards

Learn more about Missouri's academic standards.



MAP

Find Missouri Assessment Program news and updates, assessment calendar, resources and more.



MSIP

Review the Missouri School Improvement Program - the state's accountability system for accrediting public schools.



Top 10 by 20

Track Missouri's progress to becoming a top 10 state for education by 2020.



Transfer Guidance

A guidance document related to student transfers from unaccredited to accredited districts and approved charter schools in Missouri.

News

[\[See More News \]](#)

Missouri Teachers Named Finalists for Presidential Teaching Award

Student Transfer Guidance Updated

State Board of Education Takes Action to Update Personal Finance Learning Standards

Riverview Gardens Accreditation Recommendation Postponed Until Fall

Missouri Announces 2016 Gold Star Schools



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Jefferson City, MO

Resources

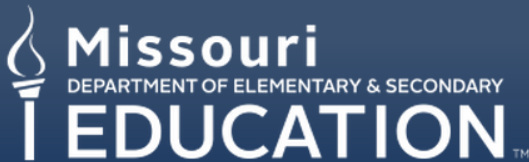
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- [Administrative Memos](#)
- [Education Law and Regulations](#)
- [Educator Effectiveness](#)
- [Federal Programs](#)
- [Leadership Development](#)
- [Top 10 by 20](#)
- [Webinars](#)

Administration

- [Certification](#)
- [Data Management](#)
- [Finance](#)
- [Food Services](#)
- [Leader Standards](#)
- [New Administrators](#)
- [School Governance](#)
- [Transportation](#)

Learning Services


- [Accreditation](#)
- [Assessment](#)
- [Curriculum](#)
- [MSIP](#)
- [Career & Technical Education](#)
- [Special Education](#)

Popular Services






- [Core Data/MOSIS](#)
- [Missouri Comprehensive Data System](#)
- [Data Acquisition Calendar](#)
- [District Annual Performance Report](#)
- [Grants and Planning](#)
- [Web Applications](#)

New Superintendent Workshop

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New Superintendent Workshop








Home » Financial & Admin. Services

New Superintendent Workshop

The Department offers workshops throughout the year on various topics important for new administrators. Below are materials from recent meetings offered by various Department staff.

New superintendents may also be interested in the Administrator Mentoring Program (AMP) supported by the Department and other education organizations. Find more information [here](#).

February 29, 2016

- Every Student Succeeds Act (ESSA) - Stacey Preis
- College and Career Readiness - Blaine Henningsen
 - **Career Technical Education; Standards** 
 - **Assessment 2015-2016**  - Lisa Sireno
- Communications - Sarah Potter
 - **Messaging Around the Assessments** 
- Data System Management - Amber Castleman
 - **Data Reporting Timelines** 
- Educator Quality - Christy Leighty
 - **Missouri Educator Gateway Assessments** 
 - **Missouri's Professional Competency Profile**  - handout
- Group Discussions
 - Group 1: Leadership - Ron Lankford/Christy Leighty
 - Group 2: Collaborative culture and climate - Stephen Barr
 - Group 3: **Teaching, Learning and Assessments**  - Melia Franklin/Jeremy Ellis/Lisa Sireno
 - Group 4: Effective use of Data - Stacey Preis/Jeff Falter
- Governmental Affairs - Constance Rush

Financial & Admin. Services

- News and Updates
- Accounting & Procurement
- Budget
- Career Education Finance
- ESEA/NCLB Finance
- Food & Nutrition Services
- Human Resources
- School Finance
- School Governance
- Student Transportation
- Special Education Finance
- **New Superintendent Workshop**
- School Audits
- Sequestration



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Webinars



Web Applications

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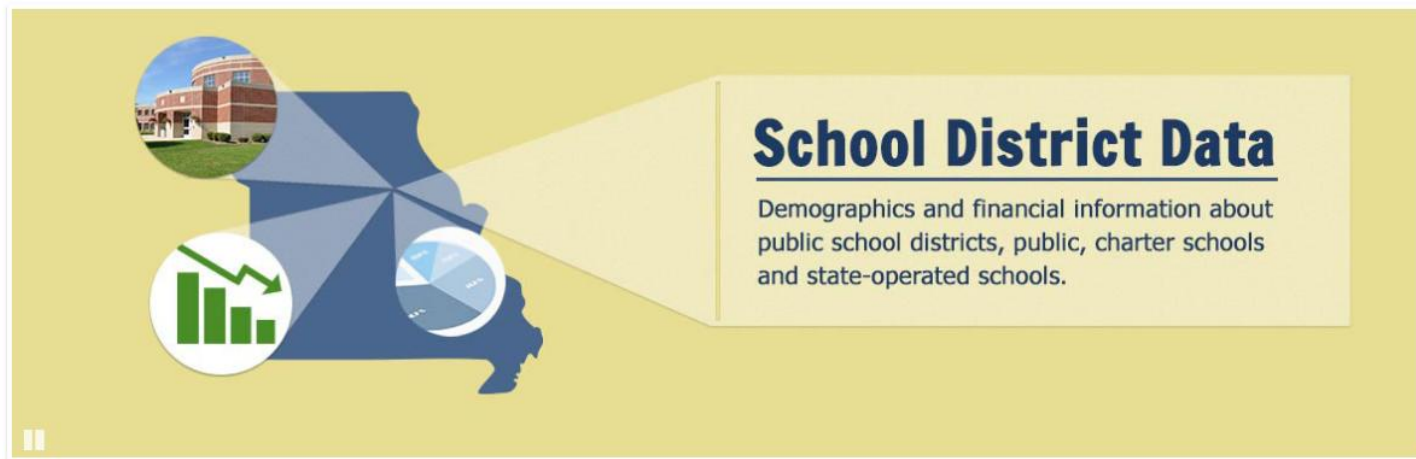
Parents & Students

Adults & Community

School Data

Administrators

Home



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Administrative memos are used to transmit information related to the policies or administration of programs coordinated by the Department.

Popular Services

Data Acquisition Calendar

School District Annual Performance Report

Administrators

Browse Administrators



Administrative Memos

Administrative memos are used to transmit information related to the policies or administration of programs coordinated by the Department.



Charter Schools

Charter Schools are independent public schools that are free from rules and regulations that apply to traditional public school districts unless specifically identified in charter school law.



Education Law and Regulations

The office of Governmental Affairs provides legal counsel to Department staff.



Evaluation System

Find the latest information on educator evaluation systems.



Federal Programs

Federal Education Programs affect Missouri.



Finance

Information on school finance, funding and school governance.



Food and Nutrition

Rules and regulations regarding food and nutrition in schools.



Leadership Development

Information on professional development.



Professional Service Centers

Find where our professional service centers are located.



Transportation

Find the latest on how the Department handles transportation of students.

Popular Services

[Data Acquisition Calendar](#)[Missouri Observation Simulation Tool \(MOST\)](#)[School District Annual Performance Report](#)[School District Data](#)[Update Student Information](#)[Web Applications](#)[Webinars](#)

Learning Services

[Accreditation](#)[Assessment](#)[Curriculum](#)[MSIP](#)[School Governance](#)

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[Parents & Students](#)

[School Data](#)

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[Gifted Education](#)



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[Students](#)

[Services](#)

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After School Programs

After school programs keep kids safe, help working families and inspire students to learn.



Early Childhood Education

Early childhood education is imperative to the future of our children. Learn more about opportunities in Missouri.



School Governance

Find a wide variety of topics, including student residency, school district boundary lines, boards of arbitration, school elections, facility needs and safety.



Anti-Bullying

State statute requires every school district to have an anti-bullying policy.



Home Schooling

Home schooling is one of the options for educating children, but the Department does



School Safety

Find the latest policies and information on

Parents & Students

Parents

Students

Services

College & Career Readiness



Afterschool Programs

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Early Childhood Education

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Home Schooling

Home schooling is one of the options for educating children, but the Department does not regulate or monitor home schooling in Missouri.



Immunization

Find information regarding immunization recommendations from birth to senior years.



School Governance

Find a wide variety of topics, including student residency, school district boundary lines, boards of arbitration, school elections, facility needs and safety.



School Safety

Find the latest policies and information on security issues such as earthquakes, tornadoes and fires.

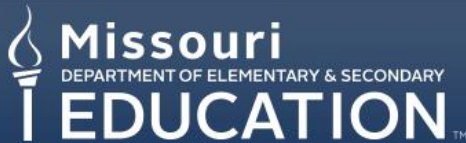


Top 10 by 20

Missouri is currently striving to become one of the top 10 states for education by 2020. Find out how you can help achieve this goal.

School Data

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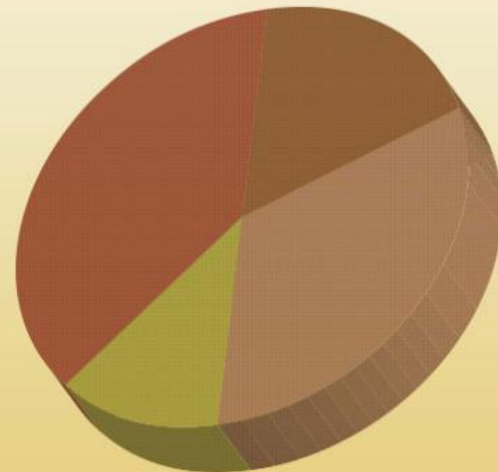
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[Home](#)

MCDS Portal

Missouri's Comprehensive Data System



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[Adults & Community](#)

[Educators](#)

[Parents & Students](#)

[School Data](#)

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[Home](#)

Date	Webinar	Office
05/11/2016	Core Data/MOSIS Webinar - May 2016 This webinar will provide information on current submissions related to Core Data/MOSIS, as well as give participants the opportunity to ask questions and receive feedback.	Data System Management
04/22/2016	McKinney-Vento Grant Process The Federal Programs section will conduct a webinar to discuss the Homeless Children and Youth Grant Application for the 2016-17 school year. Local education agencies (LEAs) must have 20 or more homeless students to be eligible for this grant program. The purpose of the webinar is to provide current information which is critical to the completion of the application, the effective implementation of this program and the submission requirements. LEAs who plan to submit an application are highly encouraged to participate in the webinar.	Quality Schools
04/06/2016	Core Data/MOSIS Webinar - April 2016 This webinar will provide information on current submissions related to Core Data/MOSIS, as well as give participants the opportunity to ask questions and receive feedback.	Data System Management
	Core Data/MOSIS Monthly Webinar - March 2016	

Filter by

Keywords

Year

-Year ▾

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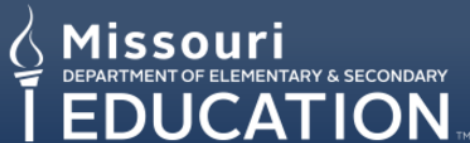
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- [Webinar Help](#)
- [Webinars - Upcoming](#)
- [Webinars - Recorded](#)
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Memos

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Administrative Memos

[Home](#)

Administrative Memos are used to transmit information related to the policies or administration of programs coordinated by the Department of Elementary and Secondary Education. In addition to being posted in this section, these memos may be distributed via e-mail or the postal service to the appropriate points of contact for specific programs.

Date	Number	Subject	Section
07/01/2016	CCR-16-011	Career Education Mentoring Program	Career Education
05/27/2016	CCR-16-010	Career Education FV-4/FV-2 Process	Career Education
05/24/2016	CCR-16-009	Missouri School Plant Manager's Association Workshop	Career Education
05/24/2016	QS-16-005	Application of "Hold Harmless" Policy within 2016 Annual Performance Report	Quality Schools
05/18/2016	CCR-16-008	Assessment Implementation Schedule	Assessment
05/11/2016	FAS-16-005	State Adequacy Target (SAT) and Threshold Recalculations	Deputy Commissioner
05/10/2016	LS-16-002	Data Release and Appeals Process	Learning Services
05/04/2016	CCR-16-007	Ad Hoc CTE Funding Committee Update	College Career Readiness

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Keywords

Year

Office

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Administrator Update

Subject: Administrator Update May 10

Administrators,

Notice of State Board Meeting

A public session of the State Board of Education will be held at the place, on the date, and at the time set forth below:

Tuesday, May 17, 2016

8:30 a.m.

State Board of Education Room

205 Jefferson Street, 1st Floor

Jefferson City, MO 65101

- The meeting agenda will be posted [here](#) when available.

Live Streaming Audio Available

The Department of Elementary and Secondary Education (DESE) offers **live streaming audio** for State Board of Education meetings. Click [here](#) to listen to the event. Please note that the monthly meetings will not be recorded. A link to the live stream will also be available on the [DESE website](#).

Administrative Memo

The Offices of Quality Schools and Data System Management have prepared a data release and appeals process schedule for the release of the 2016 Annual Performance Report (APR). Please see [Administrative Memo LS-16-002](#) on our [Administrative Memo](#) page.

For any questions, please contact [MSIP](#) or call 573-751-4426.

Upcoming Conference

Annual Cooperative Conference for School Administrators

Save the Date! The 55th Annual Cooperative Conference for School Administrators will be held in Columbia on **July 31 –Aug. 2, 2016**. Conference registration and information will be posted [here](#) as it becomes available.

For Your Information

Missouri Learning Standards Talking Points

The State Board of Education voted on the revised Missouri Learning Standards at their meeting on April 19th. In order to help you prepare for public and media inquiries, we've created a set of talking points on the standards. **We encourage you to use information from the talking points in your communications materials to inform parents and community members about the positive changes in the standards.** Let us know if you have feedback by emailing communications@desemo.gov.

- [Talking Points](#)

Thank you,

Communications

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[About](#)

[Administrators](#)

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[Educators](#)

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[School Data](#)

Communications

[Home](#)

News & Updates

Receive Notices From the Department

The Communications Office keeps you updated on important developments with the Missouri Department of Elementary and Secondary Education and of educational issues, events and achievements across the state. To receive news from the Department, please sign up to receive the Bulletin - Electronic Mailbag and other notices.

- [Bulletin - Electronic Mailbag](#)
- [Topic- and program-specific listservs](#)

Media Inquiries

The Communications Office is the central coordination point for all media inquiries. Recent news releases can be found on the website [here](#).

- *Communications Coordinator: Sarah Potter*
- *Phone: 573-751-3469*
- *Email: communications@dese.mo.gov*

Marketing Materials

The Department has a variety of brochures and fliers available to view on topics such as the Missouri Learning Standards, Educator Evaluator System, MoLEAD and more. Please click [here](#) for the latest.

Communications

- [Electronic Mailbag](#)
- [Frequently Asked Questions and Educational Topics](#)
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- [Media Production Services](#)
- [Social Media](#)
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Phone: **573-751-3469**

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[Parents & Students](#)

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Listservs

[Home](#) » [Communications](#)

Below are links for Department of Elementary and Secondary Education listservs. You may subscribe to these listservs to receive information about the following topics:

- [Adult Education & Literacy](#)
- [Adult Education & Literacy - specific to Professional Development](#)
- [Business, Marketing and Information Technology Education](#)
- [Curriculum](#)
- [Data System Management](#)
- [DESE News Bulletin](#)
- [Educational Technology](#)
- [Grants and Planning \(ePeGSs\)](#)
- [Family and Consumer Sciences](#)
- [Federal Programs](#)
- [Health Sciences](#)
- [Homeless Children and Youth](#)
- [Hospitality and Tourism Education](#)
- [Missouri Preschool Project](#)
- [MOSIS](#)
- [Office of Data System Management](#)
- [Parents as Teachers](#)
- [Parent-Teacher Organizations/Parent Teacher Association Leaders](#)
- [School Finance](#)
- [School Health](#)
- [Special Education](#)
- [Teachers in Missouri public schools](#)

Communications

- [Electronic Mailbag](#)
- [Frequently Asked Questions](#)
- [Listservs](#)
- [Logos & Guidance](#)
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- [Media Production Services](#)
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Communications@dese.mo.gov

Marketing Materials

MISSOURI

Visit dese.mo.gov/ed for an other resources.

A substantial body of significant factor in a student's next. To improve student achievement, improve teaching in classroom.

New Guidance Document Implementation Rubric

In 2014, the Missouri Department of Elementary and Secondary Education developed the new Guidance Document and Supporting Guidance.

These resources are providing evaluation processes to the district and charter school.

The Guidance Document outlines ways to review practice data and policy data to ensure alignment with the essential principles and provides an overview of the rating system. It also explains action steps to increase alignment.

The Effective Evaluation Implementation Rubric goes into detail of alignment, criteria

Development

Standards Adopted
June 2013

The Department of Elementary and Secondary Education. Inquiries related to Department Office Building, Office of the General Counsel, Coordinator - Civil Rights Compliance (Title VI/Title IX/504/ADA/Age Act), 6th Floor, 205 Jefferson Street, P.O. Box 480, Jefferson City, MO 65102-0480; telephone number 573-526-4737 or TTY 800-735-2966; email civilrights@dese.mo.gov.

Missouri public schools: the best choice ... the best results!

dese.mo.gov/top-10-by-20
#Top10by20

TOP 10 by 20 MISSOURI PROUD

The Missouri Department of Elementary and Secondary Education has launched Top 10 by 20, a major improvement effort that aims for student achievement in Missouri to rank among the top 10 states by 2020. To see where we are now, visit dese.mo.gov/top-10-20/data-dashboard.

The Path to the Top 10

- Goal 1: College and Career Ready** — Missouri schools are focused on equipping students with both a solid foundation of knowledge and skills AND the ability to apply their knowledge and skills to the kinds of problems and decisions they will likely encounter after they graduate.
- Goal 2: Early Childhood Education** — We must strive to provide access to high-quality early childhood education to every 3- and 4-year-old across our state. Giving children a proper start at home or in a formal setting is a connection to graduating students who are ready for success in post-secondary education, the workplace and life.
- Goal 3: Exceptional Educators** — The success of the Top 10 by 20 initiative is dependent upon having effective teachers in our classrooms, led by effective leaders in our schools. Missouri must prepare, retain and support effective educators in all communities across our state.



Visit dese.mo.gov/top-10-by-20 to

- See details of the entire plan.
- View a short video about Top 10 by 20.

If you have additional questions, call 573-751-3469 or send an email to top10by20@dese.mo.gov.

Missouri
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EDUCATION



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MSIP 5

Missouri School Improvement Program

Preparing Every Child for
Success in School and in Life

Top 10 by 20



June 2016

Missouri Leading the Way in Food Distribution Efficiency

Why are Missouri's food storage costs for school meals the lowest of any state in the US? Caves! Deep underground, just outside of Kansas City, lies a five-million-square-foot facility that is home to 50 businesses, including Missouri's Food and Nutrition Services USDA food storage. Learn more about Missouri's school commodity supply inside "Subtropolis" [here!](#)

"Many girls have told me that after taking one of my classes, they could actually see themselves doing science because it no longer felt distant or intimidating."



— eSchoolNews, "5 Ways to Interest More Girls (and Boys) in Science"



Goal #1- All Missouri students will graduate college and career ready.

Missouri Announces 2016 Gold Star Schools

The Department named the recipients of this year's Gold Star Schools on June 2. The program recognizes schools that perform at high academic levels or that perform at high levels while serving a significant proportion of disadvantaged students. [See the full release](#) to get a complete listing of the eight winning schools.

Social Media

- **Facebook:**

www.facebook.com/moeducation

- **Twitter:**

www.twitter.com/moeducation

- **YouTube:**

www.youtube.com/user/MODeptofEducation

- **Missouri Learning Standards Blog:**

www.MissouriLearningStandards.com

Twitter



Missouri DESE ✓
@MOEducation

Twitter account for the Missouri Department of Elementary & Secondary Education. The Department is the administrative agency of the State Board of Education.

📍 Jefferson City, MO
🌐 dese.mo.gov
📅 Joined November 2010

📷 547 Photos and videos



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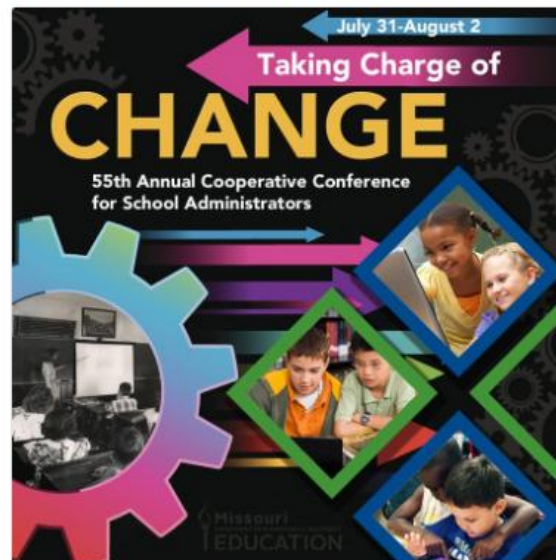
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Missouri DESE @MOEducation · 8h

The 55th annual administrator's conference is coming up 7/31 - 8/2 in Columbia! Register: goo.gl/aRfnka



🔗 2 ❤️ 5 📊 ...



Missouri DESE @MOEducation · 8h
Awesomel Congrats!

Blue Springs Schools @BSSDNews

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Adrian HS/MS @Blackhawk... ✕

Follow



MVR-III Technology @MVR... ✕

Follow

Find friends

Kansas City Trends · Change

El Chapo
287K Tweets

#Dallas
@AllisonPrang, @sttlday and 9 more are Tweeting about this

#PokemonGO
478K Tweets

#FridayFeeling
@EdTechMack is Tweeting about this

#FlashbackFriday
26.4K Tweets

#Edhi

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Missouri Teachers

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A Blog from the Missouri Department of Elementary and Secondary Education

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GUEST TEACHER COLUMN

"Teaching is much more complicated than I ever imagined, but this is also why I am so passionate about what I do."

Jennifer Frey
Warren County R-III



Diana Haynes, North Kansas City

June 30th, 2016 in [Teacher Moments](#)



For generations, people have grown up and joined the family business. In a way, that's what Diana Haynes did when she chose a career in education. "My dad spent 38 years training teachers at Missouri Western," says Diana, who is in her 27th year of teaching. "My mom was a school nurse. My grandmother taught [Read More >](#)

Raymond J. Parks, St. Louis Public Schools

External Resources

[Educator Equity](#)[Teacher of the Year Program](#)[Missouri Teaching Jobs](#)

Tweets by @MOTeachers

Missouri Teachers Retweeted



Kathleen Bellino @kgbellino

"Even the best teacher cannot succeed w/a child who isn't in the classroom."

@JohnKingatED on absenteeism
#edcampusa



Sarah's Unsolicited Advice

- **Join MOSPRA (Missouri School Public Relations Association)**
- **Go to the Administrator's Conference & go to the "Planning for Change with a Communications Plan" session**
- **Feel free to call me/us**

Questions?



The Department of Elementary and Secondary Education does not discriminate on the basis of race, color, religion, gender, national origin, age, or disability in its programs and activities. Inquiries related to Department programs and to the location of services, activities, and facilities that are accessible by persons with disabilities may be directed to the Jefferson State Office Building, Office of the General Counsel, Coordinator – Civil Rights Compliance (Title VI/Title IX/504/ADA/Age Act), 6th Floor, 205 Jefferson Street, P.O. Box 480, Jefferson City, MO 65102-0480; telephone number 573-526-4757 or TTY 800-735-2966; fax number 573-522-4883; email civilrights@dese.mo.gov.

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